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<p>USER SELECTED CONTENT</p> <p>Speciality Sites</p> <p><u>AUTOMOTIVE</u></p> <p><u>BUSINESS EXCHANGE</u></p> <p>Categories</p> <p><u>ANTIQUES & ART</u></p> <p><u>BOOKS, MOVIES & MUSIC</u></p>	<p>GENERALIZED CONTENT</p> <p>Specialty Sites</p> <p><u>AUTOMOTIVE</u></p> <p><u>BUSINESS EXCHANGE</u></p> <p><u>GREAT COLLECTIONS</u></p> <p><u>HALF.COM (AN EBAY COMPANY)</u></p> <p>Categories</p> <p><u>ANTIQUES & ART</u></p> <p><u>BOOKS, MOVIES & MUSIC</u></p> <p><u>COINS & STAMPS</u></p> <p><u>COLLECTIBLES</u></p> <p><u>COMPUTERS</u></p> <p><u>DOLLS, FIGURES</u></p> <p><u>JEWELRY, GEMSTONES</u></p> <p><u>PHOTO & ELECTRONICS</u></p> <p><u>POTTERY & GLASS</u></p> <p><u>REAL ESTATE</u><small>new!</small></p> <p><u>SPORTS</u></p> <p><u>TOYS, BEAN BAG PLUSH</u></p> <p><u>EVERYTHING ELSE</u></p> <p><u>ALL CATEGORIES...</u></p>

FIG. 9C

```
<generalized displayname="Generalized 1">
  <include>
    <atomic xhtmlsourceid="131" displayname="Automotive ">
      <content>
        <contentitem id="1" sourceid="131" displayname="Content Item">
          <pathelement type="html" order="1"/>
          <pathelement type="body" order="1"/>
          <pathelement type="table" order="2"/>
          <pathelement type="tr" order="1"/>
          <pathelement type="td" order="1"/>
          <pathelement type="table" order="1"/>
          <pathelement type="tr" order="2"/>
          <pathelement type="td" order="2"/>
          <pathelement type="font" order="1"/>
          <pathelement type="b" order="1"/>
          <pathelement type="a" order="1"/>
        </contentitem>
      </content>
      <attributes>
        <class value="10,20,30"/>
        <align value="left"/>
        <name value="Automotive"/>
      </attributes>
    </atomic>
```

FIG. 10A₁

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```
↑ A1 _____ A1 ↑
<atomic xhtmlsourceid="133" displayname="Business Exchange ">
  <content>
    <contentitem id="1" sourceid="133" displayname="Content Item">
      <pathelement type="html" order="1"/>
      <pathelement type="body" order="1"/>
      <pathelement type="table" order="2"/>
      <pathelement type="tr" order="1"/>
      <pathelement type="td" order="1"/>
      <pathelement type="table" order="1"/>
      <pathelement type="tr" order="2"/>
      <pathelement type="td" order="2"/>
        <pathelement type="font" order="1"/>
      <pathelement type="b" order="1"/>
      <pathelement type="a" order="2"/>
    </contentitem>
  </content>
  <attributes>
    <class value="10,20,30"/>
    <align value="left"/>
    <name value="Business Exchange "/>
  </attributes>
</atomic>
</include>
</generalized>
```

FIG. 10A₂